

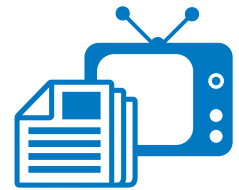
2015 to Date Proactive Media

367

Positive Stories Shared With Media
via news releases, public service announcements, media pitches and supplied content

45

Monthly average, positive stories shared with media



775

Total print and TV impressions
i.e. outlets that covered a proactive story

97

Monthly average, print and TV impressions



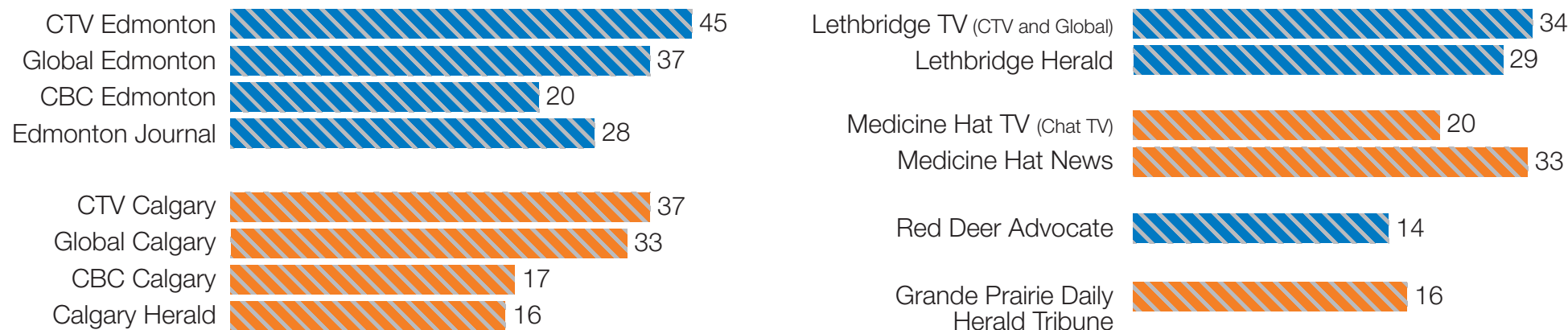
179

Total radio impressions

22

Monthly average, radio impressions

Number of proactive stories picked up by major media - Jan-Aug 2015



Reactive Media - Jan-Sept 2015

20 Media statements **82** Health advisories **10** Reactive news releases **20** Beyond the Headline posts

2014

Proactive Media

352

Stories shared

1,140

Impressions

39%

Print

38%

Television

23%

Radio

Reactive Media

36

Media statements

103

Health advisories

21

Reactive news releases

20*

Beyond the Headline posts

Media Relations Services

- Media training co-ordination
- News conference set-up and facilitation
- Daily media clippings
- End-of-day media issues updates
- FOIP messaging support for CEO and Alberta Health
- Key message development and interview support
- Works with 150+ media outlets in the province, including daily and weekly newspapers, magazines, radio and television.

* feature launched in Fall 2014